

Chief Of Information



Merit Awards SOP 2008

CHAPTER 1

GENERAL GUIDELINES

1. Background. The annual CHINFO Merit Awards (CMA) Program recognizes outstanding achievements in internal media products produced by Navy commands and individuals. The program is sponsored by the Chief of Information and administered by the Defense Media Activity-Anacostia. First-place CHINFO Merit Award winners, with the exception of those in Navy-unique categories, will be forwarded to the Defense Information School for further competition as official Navy entries in the Department of Defense (DoD) Thomas Jefferson Awards contest.
2. Entry Dates. All entries must be received no later than COB, 2 February 2009. Judging will be conducted in early February 2009. Winners will be announced via naval message, Team PA email and on the CHINFO knowledge management website at <https://pa-net.navy.mil/eRoom/chinfo/PANET> in the Media Awards folder on or about 15 April 2009.
3. Categories. A detailed description of each category is contained in Chapter 2 for Print categories and Chapter 3 for Broadcast categories.
4. Eligibility
 - a. Department of Navy (DON) active duty, reservists and civilian personnel who produce internal media products are eligible to compete. Members of other services attached to Navy units are not eligible to compete in any individual categories. Personnel other than Public Affairs professionals or Mass Communication Specialists may compete only in the Contribution by a Stringer (Writer) and (Photographer) categories.
 - b. DON personnel assigned to *Stars and Stripes* newspapers are not eligible.
 - c. Navy staff members of unified command publications, with the exception of those assigned to *Stars and Stripes*, may enter print categories E through L, S and T. If the Unified Command newspaper is funded or sponsored by a Navy command, its publication may be entered in print categories A, B, C, D or Q.
 - d. DON personnel assigned to *All Hands* magazine may compete only in print Category P, Outstanding Flagship Writer and Category T, Department of Navy Print Journalist of the Year.
 - e. DON personnel assigned to *All Hands Television* may enter broadcast Category R, Department of Navy Broadcast Journalist of the Year and not more than four additional categories.
 - f. All entries must have been published/aired during calendar year, 1 January 2008 through 31 December 2008.

g. In the print categories, entry tearsheets from publications such as *Navy Times*, *The Washington Post* or *Stars and Stripes* are ineligible. Entry examples may only come from official or authorized Navy publications.

h. The following media products are not eligible to enter the awards program: Civilian Enterprise base guides and directories, yearbooks, cruise books, publications and productions funded by non-appropriated funds; educational and training films.

i. Print and broadcast products produced with the assistance of government contractor employees may be eligible for the print publication and Web categories and the broadcast categories. To be eligible, DON employees must perform the majority of the substantive work with respect to the design and content of the product. E.g., a civilian enterprise newspaper is produced at a local civilian newspaper under contract to the government. The newspaper may be eligible for the CMA competition if the majority of the design and content of that paper was produced by DON employees. A memorandum certifying that the above conditions were met must accompany all civilian enterprise newspaper entries.

5. Entries.

a. Entries must be authorized products prepared for internal information purposes and produced, published and broadcast during the current contest year. Entries will not be returned. Entries must be received at the Defense Media Activity-Anacostia no later than 2 February 2009. **Late or incomplete entries will be disqualified.**

b. All entries must contribute to the internal information objectives of the Navy and meet the highest standards of production, execution and professional excellence. Products should convey information that helps DON personnel succeed in their jobs and missions, or information that conveys to military people and their families the rules and survival tools needed to succeed personally in the DON.

c. DON personnel cannot submit CMA entries in sister service media competitions. Those DON personnel assigned to joint, OSD or other service units may participate in only one service-level competition.

d. No single entry may be submitted in more than one category with the following exceptions: Entries to other categories may be submitted as part of the broader requirements for entry in the DON Print and Broadcast Journalists of the Year, Outstanding New Writer and Broadcaster of the Year and Command Information Campaign categories.

e. Individuals are limited to one entry per category. (For example, MC3 Mary Doe may enter, Feature Article, News Article, Photojournalism, etc., but she may only enter one submission for each of those categories.)

f. Units may submit only one entry in each unit category.

g. Units may submit no more than three (3) individual entries per individual award categories. Units are encouraged to conduct their own “best of the best” competition to determine the top individual entries for their unit. (For example, the USS HARRY S TRUMAN (CVN 75) may submit up to three entries for Print Category F, Feature Article, and each must be the work of three different Sailors.)

6. Judging.

a. The Defense Media Activity-Anacostia will select a qualified team of judges for the CHINFO Merit Awards competition. Entries will be judged on professional excellence, originality, appeal to target audience and support of DoD and DON internal information themes and objectives. See attachments 6 and 7 for judging sheets. Judges feedback will be e-mailed to the POC for each command listed on the entry form under “Unit POC.” Individuals wishing to receive feedback should request a copy from their unit POC or from the CMA POC listed below.

b. Print Media judges will adhere to the following standards and criteria:

(1) Judges may select a first, second, third and honorable mention in each category or, if quality is less than exceptional, select only an honorable mention or make no award. In the Print Journalist of the Year and Outstanding New Writer, judges may select one overall winner and one honorable mention only.

(2) Publications will be judged on the following elements: editorial mix, quality of writing, layout/design, graphics and photos, editing and reader feedback.

(3) Individual writing entries will be judged on the following general elements: originality, clarity, accuracy, organization, grammar and spelling.

(4) Photography entries will be judged on the following general elements: originality, technical elements, composition, impact and how well the photography tells a story or supports a story or theme.

c. Broadcast judges will adhere to the following standards and criteria:

(1) Judges may select a first, second, third and honorable mention in each category or, if quality is less than exceptional, select only an honorable mention or make no award. In the Broadcast Journalist of the Year and Outstanding New Broadcaster categories judges may select one overall winner and one honorable mention only.

(2) Judges will use five criteria to select winning entries in all categories:

(a) Internal Information/Value to Viewer – Does the information apply to the audience? Is the message important for the audience to hear?

(b) Script/Message Effectiveness – How well is it written? Is the message clear?

(c) Technical Quality – Are the video, audio, levels, lighting and editing well done?

(d) Voice/Diction/Camera Presence – How well does the announcer/newscaster interpret the script and clearly enunciate? How well do the announcers present themselves?

(e) Creativity – Is the presentation original? How effectively do the various elements work together?

(3) In addition to the criteria listed above, the judges will consider the diversity of the entry for the Command Information Campaign, Outstanding New Broadcaster and Broadcast Journalist of the Year categories. In other words, does the individual nominated have the ability to perform well in all aspects of broadcasting (i.e., writing, editing, announcing, producing, directing, etc.)? Does the nomination package for Command Information Campaign include a variety of products for the campaign?

8. Awards

a. There are two types of awards given in the annual CHINFO Merit Awards Program depending upon the category entered. There can be individual awards or unit awards.

(1) Individual awards are given for individual efforts in print categories E, F, G, H, J, K, L, M, N, P, S and T, and in broadcast categories B, C, D, E, I, J, K, L, Q, R, U and V. Entries in category I, Series, can be either an individual or unit award. The entry form must specify individual or unit award. Only one contributor is authorized for individual entries.

(2) Unit awards are given for team efforts and are given in print categories A, B, C, D, O, Q, R, U1, U2, V1 and V2. Unit awards are given in broadcast categories A, F, G, H, M, N, O, P, S, and T.

b. First Place winners in each category will receive a Letter of Commendation and a certificate of merit from CHINFO. Units do not receive Letters of Commendation.

c. Second, Third and Honorable Mention winners in each category will receive a Letter of Commendation from the Deputy Chief of Information and a certificate of merit from CHINFO. Units do not receive Letters of Commendation.

d. While there is no arbitrary limit placed on the number of individuals who may be listed as contributors to a unit entry, commands should limit the submission to those who significantly contributed to the product. In individual categories, only one contributor to entry may be listed.

9. Entry Form Specifications.

a. The Department of Defense Thomas Jefferson Awards Program Official Entry Form (Attachment 1) should be used for all CHINFO Merit Awards entries. The entry form is

available as a .pdf file which can be found in the Media Awards folder on p.a.Net at <https://pa-net.navy.mil/eRoom/chinfo/PANET>.

b. Type all information. Spell out full names, organization and complete address where requested. All Broadcast detachments should use NMC Broadcast Detachment for Unit/Duty Station NOT AFN. When opening the TJ entry form in Adobe Acrobat, go to “tools”, select “typewriter”, click on the line to be filled out and begin typing the required information as listed below.

c. All blanks on the form should be completed and typed.

d. Submit entry form as separate enclosures with cover letter.

e. Specific line-by-line instructions:

(1) Circle your service.

(2) Within “Medium”, circle either “Print” or “Broadcast.”

(3) Type of Award: Individual awards are for products created by a single person. Unit awards are for products created by more than one person. Category Specifications indicate whether that category is for individual or unit entries. Mark accordingly.

(3) Next to “Category”, type in category letter.

(4) Next to “Category Title”, type the name of the category as reflected by the letter in the previous line. For example: Category Title: Familygram, Large.

(5) Next to “Entry Title”, include, as appropriate, the name of your newspaper, story, radio show, familygram, etc. All entries, including photographs, web sites or series, must have a title.

(6) Next to “Air/Publication Date”, include the first date (month & year) that the product was published, broadcast or cablecast to the internal audience.

(7) Next to “location”, include the name and location of the broadcast or cable station that aired the product the first time it aired for the internal audience (e.g., NMC Broadcast Detachment Sigonella).

(8) “Unit POC”, is self-explanatory and should be a person within the unit or command who can be contacted for further information regarding all entries from the unit.

(9) Under “Submitting Unit”, complete command address including whether Commander, Commanding Officer or Officer in Charge.

(10) Under “Primary Contributor”, enter the name of the individual who provided for the majority of the contribution to the entry. Include rank and whether USN or USNR.

(11) Under “Contributors”, enter the name/names of anyone who significantly contributed to the entry, other than the primary contributor. Again, this list should only include those personnel who provided a significant amount of effort for the entry and is not intended to be all inclusive of a unit’s public affairs staff unless the entire staff had equal contributions to the entry. Include rank and whether USN or USNR.

(12) Under “Plaque should be issued to”, enter the name, rank and whether USN/USNR of the primary contributor (for individual awards) or the unit name (for unit awards).

(13) Under “Unit/Duty Section”, enter the Unit name (all broadcast detachments should use NMC Broadcast Detachment, not AFN) and the duty section (e.g., NMC Broadcast Detachment Misawa/Radio News).

f. Before signing, supervisors **must** review all entries & entry forms to ensure entries meet competition standards and entry forms are complete and accurate. **All** entry forms **must** be signed by the entrant’s supervisor or the command’s Public Affairs Officer.

10. Cover Letter.

a. All entries may be submitted under one cover letter. List as many enclosures as required. See Attachment 2 for a sample cover letter.

b. Cover letter must be dated, serialized and signed by the commanding officer, public affairs officer, officer in charge or an individual with "by direction" authority. Enclose a Certificate of Authenticity for individual print category entries without by-lines. This certificate is a dated memo signed by the public affairs officer or officer in charge which states that the submission is the entrant’s work.

11. Points of Contact.

a. Print Media. Contact the Print Media Coordinator, Defense Media Activity-Anacostia, DSN 288-4381, commercial (202) 433-4381, or email leslie.hullryde@navy.mil or ANND_NMC_CHINFOAwards@navy.mil with questions concerning print categories.

b. Broadcast Media. Contact Ms. Jennifer Braden, Defense Media Activity-Anacostia, DSN 288-3485, commercial (202) 433-3485, or e-mail jennifer.braden@navy.mil or ANND_NMC_CHINFOAwards@navy.mil with questions concerning broadcast categories.

12. Mailing Procedures

a. Mail print and broadcast entries to:

CHINFO Merit Awards Program
Defense Media Activity-Anacostia
Attn: Jennifer Braden (Broadcast) LCDR Leslie Hull-Ryde (Print)
2713 Mitscher Road SW
Anacostia Annex DC 20373-5819

b. Commands, units and individuals must forward their entries electronically (see chapters 2 and 3 for electronic submission guidelines). Particular attention should be directed toward the packaging of all entries prior to shipping or mailing. Each year, entries are disqualified because enclosures were forgotten or left out of the package. Entries must reach Defense Media Activity-Anacostia by midnight (Eastern Standard time) 2 February 2009. **Entries received after the deadline will be disqualified.**

CHAPTER 2 PRINT CATEGORIES AND ENTRY SPECIFICATIONS

1. Publication Categories.

a. **Category A, Metro Format Newspaper (Unit Entry).** Funded or Civilian Enterprise (CE) newspaper.

b. **Category B, Tabloid Format Newspaper (Unit Entry).** Funded or Civilian Enterprise (CE) newspaper.

c. **Category C, Magazine Format Publication (Unit Entry).** This category applies to a Funded or Civilian Enterprise (CE) publication bound in a magazine format generally characterized as 8-1/2 X 11 inches in size and saddle-stitched (two staples in the spine). A command may elect to enter its familygram in this category provided the mandatory issue and issue of choice requirements can be met. If the familygram is entered in Category C, it may not be entered in a familygram category. This category excludes the flagship magazine *All Hands*.

d. **Category D, Newsletter Format Publication (Unit Entry).** This category applies to a Funded or Civilian Enterprise (CE) publication bound with a staple in the upper left-hand corner and generally characterized as 8-1/2 X 11 inches in size. A command may elect to enter its familygram in this category provided the mandatory issue and issue of choice requirements can be met. If the familygram is entered in Category D, it may not be entered in a familygram category.

e. **Specifications for Categories A, B, C & D.**

(1) Submit two issues published during calendar year 2008. One issue must published on 8 February 2008. If no issue was published on that date, submit the issue published immediately prior to 8 February 2008. If the publication frequency is monthly, submit that month's issue. The second issue may be any edition published during the program year.

(2) Entries must be submitted electronically as low-res, distilled .pdf files not to exceed five megabytes. Each entry must be submitted as an individual file (entry form and certification letter, if applicable, should be scanned and submitted via email as a .pdf file.).

(3) Submit original entry form as a separate enclosure with cover letter.

(4) Type of award: Submit as a unit entry.

(5) Differences in products due to non-editorial considerations, such as full color printing, advertisements, coated stock, etc., will not be considered during judging.

(6) Winners will be contacted via email shortly after Categories A, B, C and D have been judged. At that time, each winner will be required to forward four copies of each edition (8 copies total) to Defense Media Activity-Anacostia.

2. Individual Writing Categories.

a. **Category E, News Article.** A straight/hard news or news feature stories but news features should contain sufficient news elements to be competitive.

b. **Category F, Feature Article.**

c. **Category G, Commentary.** Regularly published columns, general commentary, observations and other opinion-type print products.

d. **Category H, Sports Article.**

e. **Specifications for Categories E, F, G and H.**

(1) Entries in these categories must be the work of an individual. Article must be by-lined, or include a certificate of authenticity from the public affairs officer or officer in charge.

(2) News and sports features are not eligible for Category F.

(3) Sports article entries may include straight news sports stories or sports features, but features must contain sufficient news elements to be competitive.

(4) Entries must be submitted electronically as low-res, distilled .pdf files not to exceed five megabytes. Each entry must be submitted as an individual file (entry form and certification letter, if applicable, should be scanned and submitted via email as a .pdf file).

3. **Category I, Series (Individual Entry).** Entries must include two or more feature articles dealing with a common theme. The articles must be clearly identified in the original publication as parts of a defined series of articles, which appeared sequentially in two or more editions of the publication. Entries must follow the same specifications as entries for categories E, F, G and H, except that it may be submitted as a unit award where more than one individual has contributed to the series.

4. **Individual Photography Categories.**

a. **Category J, Stand-Alone Photograph.** Entries must be a published, stand-alone photo with caption.

b. **Category K, Photojournalism.** Entries must contain two or more photographs with captions and story by the same individual.

c. **Specifications for Categories J and K.**

(1) Entries in this category must be the work of an individual.

(2) Submit one example. Electronic versions of the entries must be submitted. Photographs must be submitted electronically as .pdf files of the page on which they were published.

5. Category L, Art/Graphics in Support of a Publication (Individual Entry). Entries may be computer-generated or produced through traditional means, to include drawing, painting or airbrushed art that supports a story or a theme (includes cartoon art, info graphics and photo illustrations). A source and by-line must appear as part of and info graphic or photo illustration. The supported story must be submitted, but will not be judged. Category specific guidelines are as follows:

a. Submit one example from an original publication electronically as a PDF. (Entry form and certification letter, if applicable, must be mailed to the Defense Media Activity-Anacostia or can be scanned and sent via email as a .pdf file.)

b. Entries in this category must be the work on an individual.

6. Category M, Contribution by a Stringer (Writer).

This award recognizes a single outstanding contribution in writing (as defined in categories E through I) by a stringer for a military publication. Mass Communication Specialists and Department of Navy civilian employees serving in job series Writer/Editor may not enter this category.

7. Category N, Contribution by a Newspaper Stringer (Photographer). This award recognizes a single outstanding contribution in the photography categories (as defined in categories J and K) by a stringer for a Navy newspaper. Mass Communication Specialists and Department of Navy civilian employees serving in job series Photographer may not enter this category.

8. Specifications for categories M and N.

a. Entries must be by-lined, or include a certificate of authenticity signed by the public affairs officer or officer in charge.

b. Type of award: Submit as an individual entry.

c. Entries must be submitted electronically as low-res, distilled .pdf files not to exceed five megabytes. Each entry must be submitted as an individual file (entry form and certification letter, if applicable, should be scanned and submitted via email as a .pdf file).

9. Category O, Outstanding Flagship Publication (Unit Entry). This award recognizes the overall excellence of the flagship publications from the service branches at the DoD Thomas Jefferson Awards. It applies to *All Hands* magazine only. Submit two editions; five copies each. For the 2008 competition year the first issue month is September. The second issue may be any

edition published during the program year. Electronic versions will be submitted as .pdf files on a CD or DVD.

10. Category P, Outstanding Flagship Writer (Individual Entry). This award recognizes the outstanding writer from *All Hands* magazine. Entries must include three different stories, which were published in *All Hands* magazine during calendar year 2008. Specifications should follow those required in categories E, F, G and H.

11. Category Q, Outstanding Flagship Web Site (Unit Entry). This award recognizes the overall excellence of the official web site for the Department of the Navy, www.navy.mil. Specifications for Category Q:

- a. Content for the publication must be provided by DON PA practitioners with overall management of the site/publication and release authority residing within the Navy.
- b. The site must have been in existence for a minimum of three months during the program year and must be updated on a regular schedule (for example, daily, weekly, etc.).
- c. The site must conform to the DOD and Navy internal information, security review and web instructions and regulations.
- d. The site will be judged as it exists on the date the judging takes place.
- e. Publication URL and any necessary logon information must be provided.

12. Category R, Web-based Publication (Unit Entry). A publication on the internet or intranet, hosted on a military domain (.mil) that presents news and information targeted to an internal audience. Content and design must be provided by DON public affairs personnel with overall management of site/publication and release authority residing within the Navy. Publications to be judged must conform to DoD and DON internal information, security review, web instructions and regulations. Specifications for Category R:

- a. The publication will be judged as it exists and operates on the date the judging takes place.
- b. The publication must have been in existence for a minimum of three months during the program year and must be updated on a regular schedule (e.g. daily, weekly).
- c. Units must provide the publication URL and any login information necessary.
- d. Type of award: Submit as a unit entry.

13. Category S, Outstanding New Writer (Individual Entry). This award recognizes individuals with little print journalism experience whose work shows great talent and promise. The category is open only to active duty enlisted personnel who have two years or less

experience in print journalism as of 31 Dec 2008. Specifications are the same as for Category T below.

13. Category T, Department of Navy Print Journalist of the Year (Individual Entry).

This award recognizes the individual who best exemplifies the highest standards of military print journalism through writings in a spectrum of categories of internal information.

a. Specifications for Categories S and T.

(1) Each command may nominate one candidate per category.

(2) Submit five examples electronically as low-res, distilled .pdf files not to exceed five megabytes. Each entry must be submitted as an individual file (entry form and certification letter, if applicable, should be scanned and submitted via email as a .pdf file).

(3) The entry must include at least one story in three of the four writing categories (E, F, G, H and I). For example, two sports stories, two feature articles and one commentary. Clearly label the article on the entry form, i.e., "Protector of the Trees"- Feature Article, "Softball Season"- Sports Article, etc. Delete photos and artwork.

(4) Must be by-lined or include a certificate of authenticity from the supervising public affairs officer or editorial authority.

(5) Include a Letter of Nomination from the commanding officer, officer in charge or public affairs officer. Include a one-page biographical sketch and an official digital photograph of the individual in uniform. See attachment 5 for a sample Letter of Nomination.

(6) Type of award: Submit as an individual entry.

14. Navy-unique Categories. These categories are Unit Entries and are not eligible for the annual DoD Thomas Jefferson Awards program.

a. Categories U1 and U2, Familygram. There are two categories, Category U1 (small commands-fewer than 500 persons) and Category U2 (large commands-more than 500 persons). Category specific guidelines are as follows:

(1) Familygrams must be from units that were deployed at the time of publication (ships, squadrons, detachments, battalions). The familygram is a means of keeping the family at the homeport informed of unit activities.

(2) A command may enter its familygram in Categories C or D provided the mandatory issue and issue of choice requirements can be met. If a command elects to enter the familygram category, it may not enter the familygram in Categories C or D.

(3) Enter one familygram distributed during deployment in calendar year 2008.

(4) Entries must be submitted electronically as low-res, distilled .pdf files not to exceed five megabytes. Each entry must be submitted as an individual file (entry form and certification letter, if applicable, should be scanned and submitted via email as a .pdf file).

(5) Type of award: Submit as a unit entry.

b. **Categories V1 and V2, Cruisebook.** There are two categories, Category V1 (small commands-fewer than 500 persons) and Category V2 (large commands-more than 500 persons). Category specific guidelines are as follows:

(1) Submit one copy of the unit's cruisebook. If a cruisebook was prepared during the previous fiscal year, it will be eligible if distributed during the award year.

(2) Indicate date of cruisebook distribution in the cover letter.

(3) Submit original entry form as a separate enclosure with cover letter.

(4) Type of award: Submit as a unit entry.

15. All electronic entries must be submitted as low-res, distilled .pdf files not to exceed five megabytes. Adhering to these guidelines will ensure a file of sufficient size to transmit via FTP or other electronic means yet of a quality that will be viewable for judging.

CHAPTER 3

BROADCAST CATEGORIES AND ENTRY SPECIFICATIONS

1. Radio Categories & Specifications.

a. **Category A, Radio Entertainment Program (Individual Entry).** On a single media, enter one example of a special or regularly scheduled program. Entry must be telescoped to the disc jockey's voice and only those elements that are unique to the program (air-check), eliminating pre-produced spots and non-local elements. Maximum run time is 15 minutes.

b. **Category B, Radio Spot Production (Individual Entry).** On a single media, enter one spot not to exceed 60 seconds.

c. **Category C, Radio News Report (Individual Entry).** On a single media, enter one example of a radio news story. Stories must be event/mission oriented, which would normally be at or near the top of the newscast. Do not include the anchor's lead-in or tag. Typed lead-ins/tags for submitted stories must be typed on the back of the entry form or on a separate sheet of paper. If the lead-in/tag is typed on a separate sheet, include the category, title and name of the contributor.

d. **Category D, Radio Feature Report (Individual Entry).** On a single media, enter one example of a radio feature story. Story must be less than five minutes in length. Story lead-ins/tags must be typed on the back of the entry form or on a separate sheet of paper. If the lead-ins/tags are on a separate sheet, write the category, title and name of the contributor on the sheet. Do not include the anchor's lead-in/tag on the media with the story

e. **Category E, Radio Sports Report (Individual Entry).** On a single media, enter one example of a radio sports story. Story must be related to a sporting event with a military tie. Story lead-ins/tags must be typed on the back of the entry form or on a separate sheet of paper. If the lead-ins/tags are on a separate sheet, write the category, title and name of the contributor on the sheet. Do not include the anchor's lead-in/tag on the media with the story.

f. **Category F, Radio Newscast (Unit Entry).** On a single media, enter one example of a radio newscast. Telescope any non-news elements within the newscast that is not provided by a military source.

g. **Category G, Radio Information Program (Unit Entry).** On a single media enter one example of a radio information program, like Commander's/Captain's call and magazine programs. Entries must be limited to 15 minutes and representative of the program in its entirety. For example, the entry should include a continuous element from the host, main speaker and callers. A year-end magazine program should be telescoped to include the open, anchor lead/tags, and close. Telescope any product within the program that is not provided by a military source.

2. TV Categories & Specifications.

a. **Category H, Television Information Program (Unit Entry).** On a single media, enter one example of a Television information program, limited to 15 minutes, and representative of the program in its entirety. For example, a Commander's/Captain's Call program should be telescoped to include the open, anchor lead/tags and close. A year-end program should be telescoped to include the open, anchor leads/tags, and close. Documentary and Feature pieces must be limited to 30 minutes.

b. **Category I, Television Spot Production (Individual Entry).** On a single media, enter one spot not to exceed 60 seconds.

c. **Category J, Television News Report (Individual Entry).** On a single media, enter one example of a television news story, event/mission oriented, which would normally be placed at or near the top of the newscast. Do not include the anchor's studio lead-in/tag on the media. Typed lead-ins/tags for submitted stories must be typed on the back of the entry form or on a separate sheet of paper. If typed on a separate sheet, include the category, title and name of the primary contributor. If font information for the story is not on the entry, then it must be included with the entry on the lead-in/tag sheet.

d. **Category K, Television Feature Report (Individual Entry).** On a single media, enter one example of a television feature story not longer than five minutes. Do not include the anchor's studio lead-in/tag to the story on the media. Typed lead-ins/tags for submitted stories must be typed on the back of the entry form or on a separate sheet of paper. If typed on a separate sheet, include the category, title and name of the primary contributor. If font information for the story is not on the entry, then it must be included with the entry on the lead-in/tag sheet.

e. **Category L, Television Sports Report (Individual Entry).** On a single media, enter one example of a television sports story that is related to a sporting event with a military tie-in. Do not include the anchor's studio story lead-in/tag on the media. Story lead-ins/tags must be typed on the back of the entry form or on a separate sheet of paper. If typed on a separate sheet, write the category, title, and name of the contributor on the sheet. If story font information is not on the entry, include it on the lead-in/tag sheet.

f. **Category M, Local Television Newscast (Unit Entry).** On a single media, enter one newscast. It must be targeted toward a local audience. Telescope any product within the newscast that is not provided by a military source. Newscast must have a run time longer than 2 minutes.

g. **Category O, Television Newsbreak (Individual Entry).** On a single media, enter one television newsbreak; that is, the entry is a stand alone programming element between 60 and 120 seconds. Telescope any product not provided by a military source. A television feature, sports or news story packaged in a "donut" (a pre-produced/graphic open and close) may be entered in this category.

h. **Category P, Command Information Campaign (Unit Entry).** Entries must consist of a maximum of 10 minutes of products in support of a specific local/regional command information campaign. Full service locations must send both radio and television products; radio-only locations send radio products. Category specific guidelines are as follows:

(1) Include a two-page documentation package comprised of a background paper, broadcast products and air history sheet (See Attachment 3). The background paper should:

(a) Identify the individual or organization requesting the campaign.

(b) Identify the campaign's internal information objective(s).

(c) Identify the target audience.

(d) Summarize actions taken to meet campaign objectives.

(e) Summarize the campaign results. Include information on other campaign efforts if they were run in cooperation or coordination with the station's campaign, such as the base PAO or any other organization's publicity efforts.

(2) Campaign start date and end date if applicable must be included in the run sheet.

(3) The Broadcast Products and Air History Sheet must include both the broadcast elements produced (spots, news stories, readers, interviews, special programs, etc.) and a brief air history summary. It may continue onto a second page if necessary.

(4) At least half of the Command Information Campaign must have taken place during calendar year 2008. For example, if more than half of a holiday safety campaign takes place in December 2008 and continues into January 2009, it would fall into the 2008 awards.

(5) Each entry must include a runsheet indicating title, length and type of product such as spot, news, promo, etc., for each example on the entry. Do not attach the run sheet to the entry media, it should be enclosed with the entry form.

i. **Category Q, Department of the Navy Outstanding New Broadcaster (Individual Entry).** This award recognizes Sailors working in broadcasting for less than two years. Judging specifications will be the same as for category R.

j. **Category R, Department of Navy Broadcast Journalist of the Year (Individual Entry).** This award recognizes the individual whose products represent the highest standards of military broadcast journalism while communicating command information to the internal audience. Specific guidelines for categories Q and R are as follows:

(1) Entrants may submit radio and television products that have been produced and aired during calendar year 2008. The broadcast date is the first day the product aired for an internal audience. Each command may nominate one individual.

(2) Total time will not exceed 15 minutes.

(3) Entry must be the sole work of the individual. For example, if an individual did not shoot, write, voice and edit a particular element, that element should not be included in the entry. Entries should include assorted products reflecting writing, directorial and production skills. Include all final scripts used in developing entries.

(4) Include a Letter of Nomination from your commanding officer, public affairs officer or officer in charge. Include a one-page biographical sketch and an official digital and printed photograph of the individual in uniform. See attachment 5 for a sample Letter of Nomination.

(5) Each entry must include a run sheet indicating the nominee's name and contribution to the segment (e.g., writer, producer, reporter, etc.), run time, first airdate and location aired. **Do not attach** the run sheet to the entry medium, it should be enclosed with the entry form.

(6) Presentation counts. It is recommended that paperwork be neatly enclosed in a folder/binder to accompany media.

k. **Category S, Outstanding Flagship Television Program (Unit Entry).** This award recognizes the overall excellence of the flagship television programs from the service branches at the Department of Defense Thomas Jefferson Awards. It applies to *All Hands Television* only.

(1) Submit two programs. One must be the program aired in the required month, to be released via the DINFOS web-site. The second program may be any program aired during the program year.

3. **Navy-unique Categories.** These categories are not eligible for the annual DoD Thomas Jefferson Awards program.

a. **Category T, SITE TV Newscast (Unit Entry).** On a single media, enter one entire newscast, aired during calendar year 2008. Telescope any product within the newscast that is not provided by a military source. Run time must be between 2 and 15 minutes.

b. **Category U, SITE TV Spot Production (Individual Entry).** On a single media, enter one spot (up to 60 seconds) aired during calendar year 2008.

c. **Category V, SITE TV Report (Individual Entry).** On a single media, enter one TV report (news/feature or sports) up to five minutes in length that aired during the calendar year 2008. Do not include the anchor's studio story lead-in/tag. Story Lead-in/tag must be typed on the back of the entry form or on a separate sheet of paper. If typed on a separate sheet, include category, title and name of contributor. If story fond information is not on the entry, include it with the lead-in/tag.

d. **Category W, SITE Open (Individual or Unit Entry-specify on entry form).** On a single media, enter one SITE production (other than a spot, TV report or newscast) limited to 15 minutes and aired during calendar year 2008. If the original program runs longer than 15 minutes, telescope the product to include anchor lead ins/tags and some examples of show content. Music videos are not eligible in this competition.

4. Broadcast Entry Packaging.

a. With the exception of category P, Q and R entries, submit each entry on separate media. All entries must arrive at the Defense Media Activity-Anacostia by February 2, 2009. Entrants are encouraged to forward their entries electronically to the DMA-A ftp server. To access the Merit Awards Broadcast FTP folder, go to <ftp://141.156.121.137>. Enter user name: chinfo-broadcast and password (contact Broadcast coordinator for password).

b. All entries must be clearly identified with a label on both the entry outer case and on the media. Each media must also include an audio slug (radio) or video slate (TV). If commercially-produced CD labels are not available, use permanent marker directly on the label side of the disk. Do not attach any other types of labels to the CD; the use of non commercially-produced CD labels will result in an un-readable disk. The following information must be included on the labels and slugs/slates (see exceptions for radio labels under "audio unique entry guidelines" below):

- (1) Entry Category
- (2) Entry Title
- (3) Run Time
- (4) Submitting Organization
- (5) Primary Contributor

c. All category P, Q and R entry products should be included on one medium. Include an initial slug/slate only. Do not slug/slate between products on the media. For category P, place all supporting documentation and entry form in a separate folder. For categories P & Q, place entry form, letter of recommendation, printed photo & disc containing image, bio and run sheet should in separate a folder.

d. Music segments must be telescoped to 10 seconds or less.

e. Non-AFRTS production facilities that use commercial music must conform to U.S. copyright laws. This includes written approval from the artist, music license agency, musicians' union, recording company and synchronization rights. News releases or features are exempt under the provisions of the Fair Use Doctrine.

g. Audio unique entry guidelines.

(1) Audio entries (except categories P, Q and R) must be submitted electronically as a digital file. Mini-disc will not be accepted. All audio tracks must be mixed and follow specifications for compact disc entries below. Files **MUST** be named with Category, name of entrant and entry title. For example, a radio sports report titled "Play Ball" submitted by MC2 Hume should be named ehumeplayball.

(2) Compact discs may be created which either conform to the "Red Book" standard, or contain digital media files for software playback. Digital media files should be either .wav (44,100 stereo/22050 mono, 16 bit, Windows PCM) or MP3 (not less than approximately 128 bps). **Do not send .cda files.**

(3) Each disc must have, in the following order:

- (a) Audio slug.
- (b) 2 seconds of silence.
- (c) The entry.

(4) Audio labels need only include the title, organization and run time.

NOTE: For categories P, Q and R, ensure there are three seconds of silence between each product example on the media; do not include any further slugs between examples.

h. Video unique entry guidelines.

(1) Each media must have, in the following order:

(a) A video slate lasting 10 seconds. (Stations without a character generator or non-linear editing system may use video of a piece of paper with the information printed or written legibly on it.)

- (b) Five seconds of black.
- (c) The entry.

(2) There must be three seconds of silence between video product for categories P, Q and R. Do not include any further slate between entries for these categories.

(3) Television News Report, Television Feature Report and Television Sports report (categories J, K & L) entries should be “as aired” copies that include the downstream fonts and graphics when possible. Do not include the on-camera studio talent lead with story submission. Typed lead-ins/tags must be on the back of the entry form or on a separate sheet of paper.

(4) All tape submissions should be placed in a "protect" mode to prevent accidental erasure.

(5) Video entries may be sent on MiniDV, DVD or through FTP. File specifications are the same as for DVD±R below. Please **DO NOT** send MPEG format (.mp2 or .mp3). Digital Files **MUST** be named with Category, entrant's name and entry title. For example, a news report titled “Valiant Shield” submitted by MC1 Robinson should be named jrobinsonvalianshield. **All Entries must have mixed audio tracks.**

(6) Media files sent on DVD±R must be saved using Quicktime and an Avid codec (DV) where possible. Quicktime “Animation” preset is an acceptable alternative. Frame size should be kept at the broadcast standard 720 X 480. DVD's created for standalone players (ECMA-267 standard) are recommended.

DEPARTMENT OF DEFENSE
THOMAS JEFFERSON AWARDS PROGRAM
Official Entry Form
(TYPE ONLY ACCEPTED)

SERVICE SUBMITTING ENTRY: (Circle One) USA USN USAF USMC
USCG

MEDIUM: (Circle One) PRINT BROADCAST **TYPE OF AWARD:** (Circle One) UNIT
INDIVIDUAL

CATEGORY: ____ **CATEGORY TITLE:**

ENTRY TITLE:

AIR/PUB DATE: _____ **LOCATION:**

UNIT POC:

Rank, Name, Branch of Service

Position Title (Public Affairs Officer, Editor, Station Manager)

Email Address, Phone
number _____

SUBMITTING UNIT:

Unit Name _____ Phone Number (DSN/Cml/Fax)

(Please spell out acronyms)

Complete Mailing Address

Provide the following information **AS IT SHOULD APPEAR ON THE PLAQUE OR AWARD**

CERTIFICATE. All individuals must be identified by rank or courtesy title (Ms, Mrs, Mr), name (middle Initial if applicable) and branch of service.

PRIMARY CONTRIBUTOR: **M/F** **UNIT /DUTY SECTION:** **HOMETOWN**
(Optional):

CONTRIBUTORS: **M/F** **UNIT /DUTY SECTION:** **HOMETOWN**
(Optional):

PLAQUE SHOULD BE ISSUED TO (unit or individual):

Supervisor's Signature

SAMPLE COVER LETTER

Department of the Navy
ATTACK SQUADRON 00
NAVAL AIR STATION NAVYTOWN
NAVYTOWN USA 01010-1234

5305
Serial 111/
Date

From: Commanding Officer, Attack Squadron 00
To: Commanding Officer, Defense Media Activity-Anacostia

Subj: CY 20XX CHINFO MERIT AWARDS

Ref: (a) NAVADMIN XXX/XX

Encl: (1) Entry form and entry package for Print Category A
(2) Entry form and entry package for Print Category F
(3) Certificate of Authenticity for Print Category F

1. Per reference (a), enclosures (1) through (3) are submitted.
Point of contact is JO2 I. M. Saylor, COMM (555) 555-5555 or DSN
555-5555. Email address: Saylor@underway.navy.mil

2. The address of next senior command is:

Commander, High Seas East Atlantic
Naval Station
Norfolk, VA 10101-1100

J. P. JONES

BACKGROUND PAPER
Category L: COMMAND INFORMATION CAMPAIGN
(Name of Command Information Campaign)
(Submitting Unit)

CAMPAIGN REQUESTER: (Who requested service?)

EXAMPLE:

Commander, Naval Reserve Force, New Orleans, LA

CAMPAIGN OBJECTIVE: (What did the customer hope to accomplish?
Include any pertinent initial benchmark statistics.)

EXAMPLE:

Objective 1: Reduce numbers of phone calls from community on
construction products. (Current 50 calls/day.)

Objective 2: Reduce complaints on outdated facilities scheduled for
construction. (Current 20 calls/day.)

Objective 3: Prevent injuries in the construction areas.

TARGET AUDIENCE: (Whom did customer wish to reach? List primary and
Secondary audiences, if appropriate.)

EXAMPLE:

Objectives 1 & 2: Child Care Center - Military member and/or spouse
with children; Barracks Reconstruction - Enlisted members living in or on
waiting list for quarters.

Objective 3: Primary: Children and adults living/working in/around
construction areas. Secondary: All community members.

SUMMARY OF ACTIONS TAKEN: (Brief chronology of campaign from initial request
to end of campaign - if campaign is finished. Include coordination with other
organizations in supporting the campaign, such as the local Public Affairs
representative. NOTE: On-going campaigns must have started during 2003.)

CAMPAIGN RESULTS: (Summary of goals achieved and how successful the campaign
was. Include any changes to initial benchmark statistics pertaining to each
objective, survey results or customer feedback.)

BROADCAST PRODUCTS & AIR HISTORY
for
(Name of Command Information Campaign)

(Identify all broadcast products used in support of a campaign and its air history summary.)

EXAMPLE:

3 - 30 second radio spots	3/day - week 1
3 - 30 second radio spots	3/day - week 2
3 - 30 second radio spots	3/day - weeks 1-3
6 - TV news stories	2/week
3 - 1-hour live radio phone-in shows etc.	1/week

Attachment 4

1600
MC00
19 Jan XX

From: Commanding Officer, USS HARRY S TRUMAN (CVN 75)
To: Director, Chief of Naval Information Merit Awards

Subj: CY 20XX CHINFO MERIT AWARDS SELECTION FOR BROADCAST JOURNALIST OF THE YEAR

1. Petty Officer John Doe has my highest recommendation for selection as the Department of the navy's Broadcast Journalist of the Year.
2. MC2 Doe strives to produce the highest quality products in every broadcast endeavor he undertakes and has quickly established himself as an asset and subject matter expert in my command.
3. As a recent graduate of the DINFOS Electronic Journalism course, MC2 Doe has been my "go-to-guy" for any and all questions regarding production and has put his new skills to work in his own products.
4. Petty officer Doe has proven himself to be a rare commodity aboard HARRY S TRUMAN and has excelled in the "One-Man-Bad" style of broadcasting. MC2 Doe is able to take a single video shoot, with one intended medium, and turn it into several stories, covering all mediums (i.e. TV news, Feature, radio news and print stories.) On the road and locally, Petty Officer Doe continually proves his ability to turn out product within a 24 hour period, allowing my command to deliver up to the minute news and information to the fleet.
5. MC2 Doe is my top producer and has my strongest recommendation for the 2006 CHINFO Merit Awards Department of the Navy Broadcast Journalist of the Year.

Robert P. Goodman
CAPT, USN
Commanding

CHINFO Merit Awards-TV Entries

CAT:

Entry Number:

Entry Title:

Submitting Organization:

Primary Contributor:

Scoring: Judges will select winners based on professional excellence, originality, and support of internal award an honorable mention. However, judges may only award a 1st place and nothing more.

JUDGING CRITERIA

SCORE

A. Internal Information/Value to Viewer:

Does information apply to audience/ is it important for the audience to hear?

B. Script/Message Effectiveness:

Is it well written?

(Grabs & holds attention throughout)

Is the message clear?

(Clear, concise, conversational/Active voice/Effective story telling)

C. Technical Quality:

Do video & audio levels meet Broadcast standards?,

Does lighting meet Broadcast standards?

(No harsh shadows/No "hot" spots or lack of lighting)

Editing is effective & conforms to rules of broadcast editing

(Visual story telling/Effective audio weaving/No jump cuts/ Nobreaks in screen direction/No audio "pops")

D. Voice/Diction/Camera Presence:

Does announcer interpret script & clearly enunciate?

Does the announcer present him/herself well?

E. Creativity:

Is the presentation original?

Are there various elements & do the work together effectively?

(Nat sound/Effects)

CATEGORY P ONLY

G. Variety:

Does C-I Campaign include a variety of products?

CATEGORIES Q & R ONLY

F. Diversity:

Does individual perform well in all aspects of broadcasting?

*(Writing, shooting, editing, announcing, producing
and directing/Radio & TV)*

TOTAL POINTS

0

CHINFO Merit Awards Print Category Judging Sheet

CAT E: News Article

Entry Number:

Entry Title:

Scoring: Judges shall evaluate entries' professional excellence, originality, appeal to target audience, and support of internal information themes and objectives. Using the criteria below, entries are scored on a scale of 1-10, 10 being high. Judges may recommend a 1st, 2nd, 3rd place and honorable mention, or, if quality is less than exceptional, award only an honorable mention or make no award. Comments are welcome, and constructive criticism will be passed on as feedback following announcement of results.

JUDGING CRITERIA	SCORE
A. Value to Audience: Does the information apply to the audience/is it important for the audience to know?	_____
B. Quality of Writing: Is the entry well crafted? <i>(Effective story telling; Grabs and holds attention)</i> Is the entry well written? <i>(Grammar, spelling)</i>	_____ _____
C. Effectiveness: Is the importance of the subject or event made clear? Is the coverage complete? <i>(Adequate explanation/background; More than one supporting source)</i> Is the entry well organized? <i>(Clear, concise, flows well)</i>	_____ _____ _____
D. Originality: Does the entry cover an original subject or does it present in an original way? Does the publication keep the reader interested?	_____ _____
E. Accuracy: Is the entry credible? <i>(Supported by multiple and/or credible sources)</i> Does the entry accurately portray common Navy subjects? <i>(Represents Navy activities)</i>	_____ _____
TOTAL POINTS	0

Attachment 7